

THE POWER OF SPONSORSHIP

Sponsoring United Way events gives your business maximum exposure and demonstrates to the public your commitment to our community. Sponsorships help underwrite events and enable us to thank, recognize, educate and train without incurring additional expenses. This is a separate fund different from the annual campaign and it allows United Way to invest those hard-earned donor dollars on programs, services, grants, and initiatives that are vital to our community.

ADVANTAGES OF SPONSORSHIP

Sponsorship not only provides valuable advertising for local businesses like yours, but it helps to position your business as a compassionate community leader and builder.

United Way is committed to creating opportunities for a better life for everyone. United Way ensures that the health and human service needs of the community are identified and addressed in ways that create a better future for the residents of the Itasca area. Our focus is on Education, Income and Health.

Your support of United Way at any level allows us to expand our ability to make a real, lasting impression on community conditions and to improve people's lives.

VALUE OF THE UNITED WAY BRAND

United Way is unique. United Way's brand is recognized throughout the world and carries tremendous value. Interbrand, a global brand valuation company, places United Way in the top ten of the world's most valuable brands, with a value of \$34.7 billion.

Sponsorships help raise awareness about United Way and uniquely position your company as a community leader—engaging your customers, vendors, employees and the public alongside the most recognized and trusted philanthropic brand in the county. Sponsorships are flexible, and we can design them to meet your marketing goals. Please consider these year-round or single-event sponsorship opportunities, each with multiple touch-points that reach your target audiences.

SPONSORSHIP LEVELS & BENEFITS:

A limited amount of sponsorships are available and will be determined on a first-come, first-served basis.

Platinum Sponsor (special events and activities): **\$2,500**

- 1 reserved table and company name on table signage
- Special recognition at all United Way events, workshops, receptions
- Company name/logo in event programs and marketing materials
- Logo and link on United Way website and posts on Social Media
- One billboard featuring company with a LIVE UNITED promotion
- Company name in Annual Report
- United Way Sponsor email signature icon

Gold Sponsor (special events and activities): **\$1,000**

- 1 reserved table and company name on table signage
- Special recognition at all United Way events, workshops, receptions
- Company name/logo in event programs and marketing materials
- Logo and link on United Way website and posts on Social Media
- One advertisement featuring company with a LIVE UNITED promotion
- Company name in Annual Report
- United Way Sponsor email signature icon

Silver Sponsor (campaign events): **\$500**

- 1 reserved table and company name on table signage
- Special recognition at United Way campaign events
- Company name listed in event program and marketing materials
- Logo and link on United Way website and posts on Social Media
- Company name in Annual Report
- United Way Sponsor email signature icon

Bronze Sponsor (one event): **\$250**

- Company name on event signage and promotions
- Company name in Annual Report
- Company name listed on United Way website and Social Media posts

To learn more about starting or building your United Way Sponsorship, call 218-999-7570 or email kimberly@unitedwayof1000lakes.org.

www.unitedwayof1000lakes.org

United Way of 1000 Lakes

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LIVE UNITED

